



Clean Energy. It's real. It's here. It's working.

Energy Independence: Messaging Clean Energy To Today's Consumer

**11th National Renewable Energy Marketing
Conference**

December 4, 2006



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Background on SmartPower

- ✓ SmartPower is a non-profit marketing organization dedicated to promoting clean energy;
- ✓ Funded by 5 private foundations (Pew, Rockefeller, etc.) and the Connecticut Clean Energy Fund.
- ✓ We are the “Dairy Council” on clean energy;
- ✓ Created model operation in Connecticut then grew regionally. Now a national organization with operations in Connecticut, Massachusetts, Pennsylvania, South Carolina and Arizona;





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SmartPower Approach

- ✓ We use on-going, original, consumer research to assess the state of the consumer mind-set vis-à-vis clean energy;
- ✓ On the ground organizing, advocacy marketing and sales to build the market;
- ✓ Customer building approaches
 - ☐ Consumer expertise
 - ☐ Collaborations and partnerships
 - ☐ Messaging and media



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Consumer Barriers to Clean Energy

Our research has shown us that there are Four Barriers the consumer faces when they think of clean energy:

- 1. Reliability:** “I don’t think it actually works!”
- 2. Availability:** “I don’t know where to buy it.”
- 3. Cost:** “Buying into the ‘lifestyle’ is too expensive!”
- 4. Inertia:** “It’s easier to do nothing.”



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Our Message



**Clean Energy:
it's Real. It's Here.
It's Working.**

Let's make more!





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Today's Headlines Create A Perfect Marketing Environment For Clean Energy

1. The War in Iraq
2. Fluctuating Gas Prices
3. Unsettled Weather patterns/climate change
4. Hybrid Cars



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The Research Shows: It's Energy!

1. "Energy" today is a "catch-all" for the war, the economy, climate issues and high gas prices;
2. It has become a predominant political issue -- and will continue to be one through 2008;
3. The American consumer links energy concerns to our reliance on fossil fuels and our demand for foreign oil. (They do not differentiate transportation fuels and home heating fuels)
4. They are looking for answers!



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As a Result, Today's Consumers...

**Fossil Fuel
World**

Trapped

Fear

Anxiety

Lack of trust

Powerless

Complex

Confusion

Out of Control

Transformational
Concept
Gaining
Independence

**Clean
Energy
World**

Free

Empowered

Peaceful

Calm

Preserving

Innocence

Simplicity

In Control

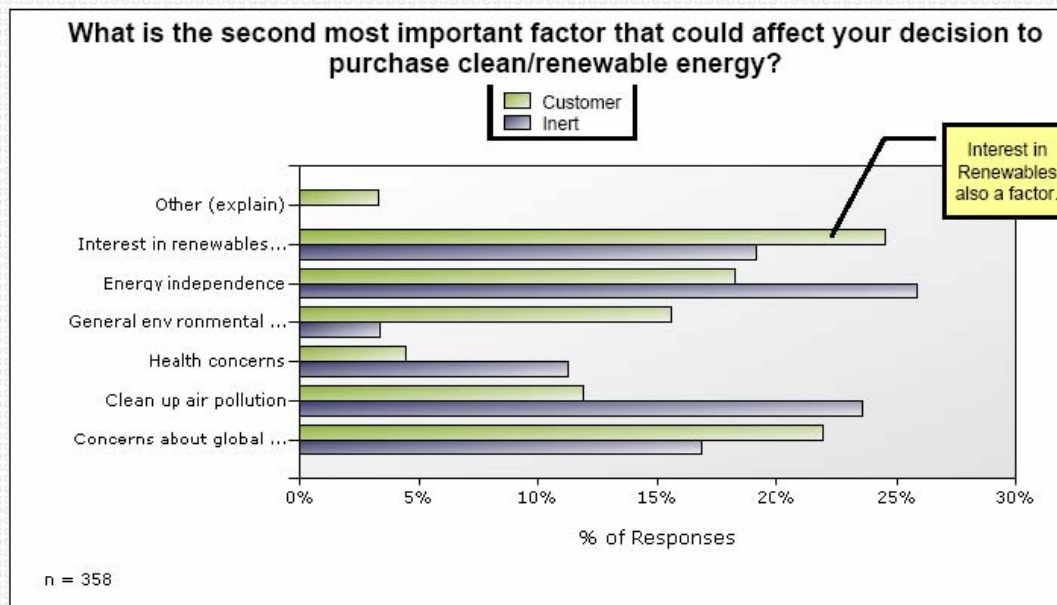


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What Motivates Consumers to Action?

Second Most Important Factor

Energy independence, air pollution and global warming are the leading “second most important” factors in decision to purchase.





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“Energy Independence” Is the “transformational message”

- Consumers still need to be convinced that clean energy is real.
- However, Energy Independence is a strong motivator to move “inert” consumers out of inertia.
- They need to hear the message from a strong voice and with a tone to which they can relate!



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Oil

Declare Your Energy Independence.

smartpower.org

Most of America's electrical energy comes from fossil fuels, like oil. But you can help change that. It only costs a few cents extra a day to support the development of locally produced clean energy from wind, water, solar and biomass. Take control at www.smartpower.org. Clean energy. It's real. It's here. It's working.

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Coal



cleanenergychoice.org



Most of America's electrical energy comes from fossil fuels, like coal. But you can help change that. It only costs about 35 cents more a day to support the development of locally produced clean energy from wind, water, solar and biomass. Take control at www.CleanEnergyChoice.org, by filling out this coupon or the GreenUp™ card sent with your National Grid electric bill. Clean energy. It's real. It's here. It's working.

**YES, I CHOOSE CLEAN ENERGY!**

Sign me up to receive renewable energy service from the GreenUp provider I have designated to the right. I am aware that (1) by mailing back this completed card I will have a renewable energy surcharge added to my monthly National Grid bill, and (2) National Grid will remain my electricity supplier and provide my customer service and emergency response.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT PHONE _____ E-MAIL _____

BUSINESS NAME (if appropriate) _____

SIGNATURE (required) _____ DATE _____

Required: National Grid 14-digit account number - Print four letters of last name or business name.

Check ONLY ONE supplier below:

MASS ENERGY CONSUMERS ALLIANCE
www.massenergy.com

GreenStar: 25% new wind, solar and biomass. 75% low-impact hydro at 2.6 cents per kWh. Non-profit supplier and tax deductible. Estimated cost is \$12.00 per month.*

COMMUNITY ENERGY
www.NewWindEnergy.com

30% new wind, 70% low-impact hydro at 2.0 cents per kWh. Estimated cost is \$10.50 per month.*

*Customer required to pay 50¢ net per month.

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**MASSACHUSETTS TECHNOLOGY COLLABORATIVE**

**RENEWABLE ENERGY TRUST**

Radio





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What's Next: YouTube™

- ✓ The marketplace continues to change and grow. And as it does, we need to use the new media to help break through;
- ✓ We've partnered with YouTube.com in an effort to get the American public to help us create the next clean energy ad;
- ✓ Go on-line to www.SmartPower.org/YouTube or www.youtube.com to enter the contest to create the next clean energy ad;
- ✓ You can win \$10,000 and we'll run your ad in media markets from coast to coast.





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What's Next: Energy Efficiency?

- ✓ The marketplace continues to change, and grow;
- ✓ We seek to combine renewable message with energy efficiency to create the “one-two punch” for action;
- ✓ Tying the two together helps create better value to consumer, and efficiency measures are, in part, already tailored to the consumer (CFL, hybrid cars, etc.);
- ✓ Efficiency still requires better messaging for consumer acceptance. With proper messaging, can help inspire “independence” and an increase in clean energy sales!





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